

*Claims*

1. A system for facilitating the development of strategic options comprising:

a processor, comprising a memory device, connected to a display device and an input device, wherein

5 the display device displays a request-prompt requesting information comprising descriptions of strategic options;

the input device receives information responsive to the request-prompt;

the memory device stores the information received by the input device;

the processor organizes the information into a list of strategic options;

10 the display device displays the list and a selection-prompt requesting a selection of a strategic option;

the input device receives the selection; and

the display device displays an implementation-prompt requesting, for the selected strategic option, information responsive to predetermined implementation criteria.

15 2. The system of claim 1, wherein the request-prompt comprises a description of an approach to strategic option development.

3. The system of claim 2, wherein the request-prompt further comprises an example strategy  
20 exemplifying the approach to strategic option development.

4. The system of claim 1, wherein the request-prompt comprises a description of a trend.

5. The system of claim 4, wherein the request-prompt further comprises an example strategy responsive to the trend.

6. A system for facilitating the development of strategic options comprising:

5 a processor, comprising a memory device, connected to a display device and an input device, wherein

the display device displays an exercise list identifying a plurality of strategic option exercises and solicits a selection of a strategic option exercise;

the input device receives the selection of the strategic option exercise;

10 the display device displays a request-prompt associated with the selected strategic option exercise, wherein the request-prompt requests information comprising descriptions of strategic options;

the input device receives information responsive to the request-prompt;

15 the memory device stores the information responsive to the request-prompt received by the input device;

the processor organizes the information responsive to the request-prompt into a list of strategic options;

the display device displays the list of strategic options and a selection-prompt requesting a selection of a strategic option;

20 the input device receives the selection of the strategic option; and

the display device displays an implementation-prompt requesting, for the selected strategic option, information responsive to predetermined implementation criteria.

7. The system of claim 6, wherein the request-prompt comprises a description of an approach to strategic option development.

8. The system of claim 7, wherein the request-prompt further comprises an example strategy  
5 exemplifying the approach to strategic option development.

9. The system of claim 6, wherein the request-prompt comprises a description of a trend.

10. The system of claim 9, wherein the request-prompt further comprises an example  
10 strategy responsive to the trend.

11. The system of claim 6, wherein

the display device solicits the selection of a second strategic option exercise;

the input device receives the selection of the second strategic option exercise;

15 the display device displays a second request-prompt associated with the selected  
second strategic option exercise, wherein the second request-prompt requests information  
comprising descriptions of strategic options;

the input device receives information responsive to the second request-prompt;

20 the memory device stores the information responsive to the second request-prompt  
received by the input device; and

the processor organizes the information responsive to the second request-prompt into  
the list of strategic options.

12. A system for facilitating the development of strategic options comprising:

first display means for displaying a request-prompt, wherein the request-prompt requests information comprising descriptions of strategic options;

receiving means, coupled to the first display means, for receiving information responsive to the request-prompt;

5 storing means, coupled to the receiving means, for storing the information received by the receiving means;

processor means, coupled to the storing means, for generating a strategic option list organizing the stored descriptions of the strategic options;

10 second display means, coupled to the storing means, for displaying the strategic option list;

selection means, coupled to the second display means, for selecting a strategic option from the strategic option list; and

15 third display means, coupled to the selection means, for displaying an implementation-prompt, wherein the implementation-prompt requests, for the selected strategic option, information responsive to predetermined implementation criteria.

13. The system of claim 12, wherein the request-prompt comprises a description of an approach to strategic option development.

20 14. The system of claim 13, wherein the request-prompt further comprises an example strategy exemplifying the approach to strategic option development.

15. The system of claim 12, wherein the request-prompt comprises a description of a trend.

16. The system of claim 15, wherein the request-prompt further comprises an example strategy responsive to the trend.

17. The system of claim 12, wherein the first, second, and third display means are the same means.

5 18. A system for facilitating the development of strategic options comprising:

first display means for displaying an exercise list identifying a plurality of strategic option exercises;

first selection means, coupled to the first display means, for selecting a strategic option exercise from the exercise list;

10 second display means, coupled to the first selection means, for displaying a request-prompt associated with the selected strategic option exercise, wherein the request-prompt requests information comprising descriptions of strategic options;

receiving means, coupled to the second display means, for receiving information responsive to the request-prompt;

15 storing means, coupled to the receiving means, for storing the information received by the receiving means;

processor means, coupled to the storing means, for generating a strategic option list organizing the stored descriptions of the strategic options;

20 third display means, coupled to the processor means, for displaying the strategic option list;

second selection means, coupled to the third display means, for selecting a strategic option from the strategic option list; and

fourth display means, coupled to the second selection means, for displaying an implementation-prompt, wherein the implementation-prompt requests, for the selected strategic option, information responsive to predetermined implementation criteria.

5 19. The system of claim 18, wherein the request-prompt comprises a description of an approach to strategic option development.

20. The system of claim 19, wherein the request-prompt further comprises an example strategy exemplifying the approach to strategic option development.

10

21. The system of claim 18, wherein the request-prompt comprises a description of a trend.

22. The system of claim 21, wherein the request-prompt further comprises an example strategy responsive to the trend.

15

23. The system of claim 18, wherein the first, second, third, and fourth display means are the same means.

24. A method for facilitating the development of strategic options comprising:

requesting information comprising descriptions of strategic options;

receiving the information;

20

storing the information;

organizing the information into a list of strategic options;

displaying the list of strategic options;

requesting a selection of a strategic option from the list;

receiving the selection; and

for the selected strategic option, requesting information responsive to predetermined implementation criteria.

25. The method of claim 24, further comprising displaying a prompt describing an approach  
5 to strategic option development.

26. The method of claim 25, wherein the prompt comprises an example strategy exemplifying the approach to strategic option development.

10 27. The method of claim 24, further comprising displaying a prompt comprising a description of a trend.

28. The method of claim 27, wherein the prompt further comprises an example strategy responsive to the trend.

15 29. A method for facilitating the development of strategic options comprising:  
displaying an exercise list identifying a plurality of strategic option exercises;  
soliciting a selection of a strategic option exercise from the exercise list;  
receiving the selection of the strategic option exercise;  
20 displaying a request-prompt associated with the selected strategic option exercise,  
wherein the request-prompt requests information comprising descriptions of strategic options;  
receiving information responsive to the request-prompt;  
organizing the information responsive to the request-prompt into a list of strategic  
options;

displaying the list of strategic options;  
displaying a selection-prompt for a selection of a strategic option;  
receiving the selected strategic option; and  
for the selected strategic option, requesting information responsive to predetermined

5 implementation criteria.

30. The method of claim 29, wherein the request-prompt comprises a description of an  
approach to strategic option development.

10 31. The method of claim 30, wherein the request-prompt further comprises an example  
strategy exemplifying the approach to strategic option development.

32. The method of claim 29, wherein the request-prompt comprises a description of a trend.

15 33. The method of claim 32, wherein the request-prompt further comprises an example  
strategy responsive to the trend.

34. The method of claim 29, further comprising:

soliciting a selection of a second strategic option exercise from the exercise list;

20 receiving the selection of the second strategic option exercise;

displaying a second request-prompt associated with the selected second strategic  
option exercise, wherein the second request-prompt requests information comprising  
descriptions of strategic options;

receiving information responsive to the second request-prompt; and



organizing the information responsive to the second request-prompt into the list of strategic options.

35. A computer-readable medium having computer executable instructions for performing

5 the steps of:

requesting information comprising descriptions of strategic options;

receiving the information;

storing the information;

organizing the information into a list of strategic options;

10 displaying the list of strategic options;

requesting a selection of a strategic option from the list;

receiving the selection; and

for the selected strategic option, requesting information responsive to predetermined implementation criteria.

15

36. The computer-readable medium of claim 35, wherein the executable instructions further comprise the step of displaying a prompt describing an approach to strategic option development.

20 37. The computer-readable medium of claim 36, wherein the prompt comprises an example strategy exemplifying the approach to strategic option development.

38. The computer-readable medium of claim 35, wherein the executable instructions further comprise the step of displaying a prompt comprising a description of a trend.

39. The computer-readable medium of claim 38, wherein the prompt further comprises an example strategy responsive to the trend.

- 5 40. A computer-readable medium having computer executable instructions for performing the steps of:
- displaying an exercise list identifying a plurality of strategic option exercises;
  - soliciting a selection of a strategic option exercise from the exercise list;
  - receiving the selection of the strategic option exercise;
  - 10 displaying a request-prompt associated with the selected strategic option exercise, wherein the request-prompt requests information comprising descriptions of strategic options;
  - receiving information responsive to the request-prompt;
  - organizing the information into a list of strategic options;
  - displaying the list of strategic options;
  - 15 displaying a selection-prompt for a selection of a strategic option;
  - receiving the selected strategic option; and
  - for the selected strategic option, requesting information responsive to predetermined implementation criteria.

- 20 41. The computer-readable medium of claim 40, wherein the request-prompt comprises a description of an approach to strategic option development.

42. The computer-readable medium of claim 41, wherein the request-prompt further comprises an example strategy exemplifying the approach to strategic option development.

43. The computer-readable medium of claim 40, wherein the request-prompt comprises a description of a trend.

5 44. The computer-readable medium of claim 43, wherein the request-prompt further comprises an example strategy responsive to the trend.

45. The computer-readable medium of claim 40, wherein the executable instructions further comprise:

10       soliciting a selection of a second strategic option exercise from the exercise list;  
          receiving the selection of the second strategic option exercise;  
          displaying a second request-prompt associated with the selected second strategic  
option exercise, wherein the second request-prompt requests information comprising  
descriptions of strategic options;  
15       receiving information responsive to the second request-prompt; and  
          organizing the information responsive to the second request-prompt into the list of  
strategic options.

46. A system for facilitating the development of strategic options comprising:

20       a processor, comprising a memory device, connected to a display device and an input  
device, wherein the memory device stores a program for controlling the processor, and the  
processor is operative with the program to  
          display an exercise explanation;  
          display an example strategic option responsive to the exercise explanation;

display a request-prompt requesting descriptions of strategic options;

receive information responsive to the request-prompt;

store the information received by the input device;

organize the information into a list of strategic options;

5       display the list and a selection-prompt requesting a selection of a strategic option;

receive the selection; and

display an implementation-prompt requesting, for the selected strategic option,

information responsive to predetermined implementation criteria.

10       47. The system of claim 46, wherein the exercise explanation describes developing strategic options by challenging widely-held beliefs; and the request-prompt requests descriptions of strategic options responsive to challenging widely-held beliefs.

15       48. The system of claim 46, wherein the exercise explanation describes developing strategic options by identifying an analogy; and the request-prompt requests descriptions of strategic options responsive to the analogy.

20       49. The system of claim 46, wherein the exercise explanation describes developing strategic options by identifying a discontinuity; and the request-prompt requests descriptions of strategic options responsive to the discontinuity.

50. The system of claim 46, wherein the exercise explanation describes developing strategic options by altering a metric; and the request-prompt requests descriptions of strategic options responsive to the altered metric.

51. The system of claim 46, wherein the exercise explanation describes developing strategic options by identifying a constraint; and the request-prompt requests descriptions of strategic options responsive to exceeding the constraint.

5

52. The system of claim 46, wherein the exercise explanation describes developing strategic options by identifying an extreme implementation of a business; and the request-prompt requests descriptions of strategic options responsive to the extreme implementation.

10 53. The system of claim 46, wherein the exercise explanation describes developing strategic options by identifying a capability of a business; and the request-prompt requests descriptions of strategic options responsive to the capability.

15 54. The system of claim 46, wherein the exercise explanation describes developing strategic options by identifying a use of a first product; and the request-prompt requests descriptions of strategic options, wherein the strategic options comprise descriptions of an alternate product substantially serving the use of the first product.

20 55. The system of claim 46, wherein the exercise explanation describes developing strategic option by identifying a conventionally recognized limit; and the request-prompt requests descriptions of strategic options responsive to exceeding the conventionally recognized limit.

56. The system of claim 46, wherein the exercise explanation describes developing strategic options by identifying a limit placed on a business by a legacy; and the request-prompt requests descriptions of strategic options responsive exceeding the limit.

5 57. The system of claim 46, wherein the exercise explanation describes developing strategic options by identifying a development that could negatively affect a business; and the request-prompt requests descriptions of strategic options responsive to the development.

10 58. The system of claim 46, wherein the exercise explanation describes developing strategic options by identifying a weakness of a business; and the request-prompt requests descriptions of strategic options responsive to the weakness.

15 59. The system of claim 46, wherein the exercise explanation describes developing strategic options by identifying a substantially risky strategy; and the request-prompt requests descriptions strategic options responsive to the substantially risky strategy.

60. The system of claim 46, wherein the exercise explanation describes developing strategic options by identifying a perceived limitation on a business; and the request-prompt requests descriptions of strategic option responsive to exceeding the perceived limitation.

20